

Digital Art Guidelines

Art Copy Preparation – There is no charge when art is set and supplied per product specification and our digital specifications. An additional *copy preparation charge* will be added to the order if artwork needs any touch up, re-setting, scanning, etc. to meet specification and quality for output.

Accepted Media Formats – Art is accepted on CD, DVD or E-mail. E-mail address - **modernart@modernline.com**

Acceptable Program Files

Quark Xpress 7

Illustrator CS3

Photoshop CS2

or earlier versions of these programs.

Digital Requirements

ModernLine® technology is Macintosh based.

- When emailing artwork please compress your file with either Stuffit or Winzip. This not only helps in reducing the file size but also in the chance of file corruption.
- Please convert ALL type to paths or outlines. This will avoid any font issues.
- Save all vector line based artwork as an EPS or vector editable PDF.
- Save rasterized photo based images as EPS or TIFF. All other file types are considered mainly for screen viewing only and are too low in resolution and not suitable for printing purposes.
- When sending rasterized images, please send halftone images at no less than 300dpi and higher if image is to be resized. Logos and text should be 900-1200dpi.

Include in File:

- All screen and printer fonts.
- ALL files linked or embedded in the document.
- Special instructions.
- Printed proof with disc or PDF with email.

Camera Ready Art

We recommend sharp photos and clean line drawings for best reproduction. Business cards, letterheads, photocopies and low resolution website printouts are not suitable.

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